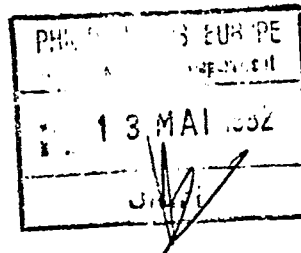


andrew whist

cc:
agb, bbb, dld, sg, rwm (pm eec brillancourt)
wt, jog, rmc (pm eema chauderon)
c. hammett (pm new york)
r. hermans (pm uk feltham)

urgent urgent
and confidential



thanks for your telex concerning the showing on kron-tv (san francisco) of a documentary called "death in the west", which when shown in the u.k. used actual marlboro advertising material.

to prevent exacerbation of the damage caused to the european marketing environment by the u.k. showing in 1976, and subsequent exploitation by the anti-smoking movement in europe, africa and the middle east, we urgently need additional information:

1. please send (by telefax or telex) the text of the jack anderson column that you mentioned on the telephone.
2. also, please advise whether the documentary shown on kron-tv was the original or a modified version? if modified, how?
3. has it been confirmed that kron-tv's supplier was not thames?

we appreciate the delicacy of legal considerations in the united states, but must be able to provide the full facts to local pm management in anticipation of a possible "resuscitation" of "death in the weat" in europe.

we agree to refrain from making any comment, for the time being, and will keep you informed of any press reaction and inquiries we receive from our regular media contacts.

i must insist, however, that if the documentary surfaces anywhere in the eec, local management, and ourselves, must be equipped and authorized to take appropriate action, adjusted to local conditions, in order to confine reaction as much as possible.

in the meantime, please keep us informed of any positions developed for use in the us, as well as of press reaction that could be picked up in europe, notably the uk.

thank you and regards

jules hartogh
+++

p.s.

anderson article meanwhile received.

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